

# CITY COUNCIL REPORT



Meeting Date: **October 18, 2011**  
 General Plan Element: ***Economic Vitality***  
 General Plan Goal: ***Sustain Scottsdale as a tourist destination***

## ACTION

### FY2011/12 Event Support Funding Program:

1. Approve and adopt the Tourism Development Commission's (TDC) unanimous Event Support Funding Program recommendations from their meeting on September 20, 2011 to authorize funds from the bed tax for FY2011/12 event support funding program in the total amount of \$152,264 for the following events:

<u>Event</u>	<u>Amount</u>
1. Scottsdale Classic Futurity & Quarter Horse Show	\$ 5,000
2. Barrett Jackson Collector Car Events	\$25,000
3. Celebration of Fine Art	\$15,000
4. Russo & Steele Sports & Muscle in Scottsdale	\$15,000
5. Sun Circuit Quarter Horse Show	\$15,000
6. 57th Annual Scottsdale Arabian Horse Show	\$25,000
7. Arizona Bike Week	\$12,500
8. Scottsdale Culinary Festival	\$15,000
9. Region 7 Arabian Championship Show	\$ 4,764
10. Goodguys 14 <sup>th</sup> Southwest Nationals	\$10,000
11. Women's Half Marathon	\$ 5,000
12. American Indian Market	<u>\$ 5,000</u>
Total	\$152,264

2. Authorize and direct the Mayor to execute, on behalf of the City, individual agreements with each approved event producer substantially in the form of the sample contract attached to the Council Report.

3. Adopt Resolution No. 8856 authorizing funding for the FY2011/12 Event Support Funding Program and authorizing the Mayor to execute individual agreements with each event producer.

**Related Policies, References:** Ordinance Nos. 2049, 2702, and 3577 (amended), 3954 provides for the expenditure of bed tax funds for promotion of qualified events.

**Staff Contact(s):** Steve Geiogamah, Tourism Development Coordinator Business Economic Vitality 480-312-4013

## BACKGROUND

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The tourism industry is one of Scottsdale's largest economic engines. The most recent estimates from 2010 indicate that the tourism industry generated an estimated \$2.6 billion in overall economic impact to the City and accounted for approximately 21% of all privilege tax collections, or \$27.8 million, to the city treasury.

Tourism driven events are an important part of the Scottsdale tourism "product" and as such are used as destination marketing tools by the Scottsdale Convention and Visitors Bureau. The industry and the city benefit from the increased visitor recognition of Scottsdale through the promotion of these events, and residents are provided access to a wide variety of high-quality entertainment options.

The Event Support Funding Program formally known as the Matching Event Advertising Fund Program (MEAF) was developed and implemented in FY2004/05 to incorporate a level of control and accountability for the use of bed tax funds not previously required of bed tax funded events, and to more effectively complement the SCVB's destination marketing program. The City's tourism event funding program has also become a tool to strengthen Scottsdale's relationship and communication with existing valuable events.

This year in order to enhance the City tourism event support program, the Tourism Development Commission used the following funding criteria to determine FY2011/12 event funding amounts. The program goals and the objectives did not change.

### TIER ONE EVENT - \$30,000 Maximum

- **Extensive Promotion** of Scottsdale's image as a desirable tourist destination outside the local marketplace to **national and international target markets** resulting in evidence of **3,300 room nights** generated during the event, as well as opportunity for "residual" demand year-round
- Additional value is applied for shoulder and off-season events
- Supports one or more of the tourism driver(s)
- Evidence of producer/event stability

### TIER TWO EVENT - \$15,000 Maximum

- **Regional and/or limited national promotion** of Scottsdale's image as a preferable tourism destination to target markets outside the local marketplace ideally resulting in evidence of **1,650 room nights** generated during the event.
- Additional value is applied for shoulder season and off-season events
- Event characteristics are such that room nights are generated primarily during the event with minimal opportunity for residual room night generation
- Supports one or more of the tourism driver(s)
- Evidence of event/producer stability;
- Room night growth potential.

**TIER THREE EVENT - \$5,000 Maximum**

- **Minimal marketing or promotion**
- Promotes Scottsdale image as a desirable tourism destination and the “cachet” and provides “something to do” for visitors and residents
- Events of two or more duration
- Minimal if any room nights during the events
- Ideally has a history in Scottsdale or another location
- Supports one or more of the tourism drivers

The new event funding criteria addresses current issues, such as room-night verification, new event funding, as well as improving the return on investment by allocating bed tax funding based on the events ability to generate room nights and market and promote Scottsdale as a tourism destination.

The new funding guidelines do not change the opportunity to partner with established events, support new events, as well assist events which produce minimal room night production.

## **ANALYSIS & ASSESSMENT**

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### **FY11/12 Event Support Funding Program**

As detailed in the “FY11/12 Event Support Funding Program Application” (Attachment No. 3) The event support funding program offers matching City bed tax funds to qualified events for specific event advertising “approved uses”. It requires any funds granted to be matched dollar-for-dollar by the event, and those funds may only be used for advertising the event outside Maricopa County.

The TDC evaluates the program’s process and results annually to ensure that the criteria support the current goals, that the process is working effectively, and that the following overall program objectives are being met:

1. The events advertise and promote Scottsdale’s attractiveness as a destination to our target upscale resort visitor
2. The events generate room nights in Scottsdale hotels

### **Estimated FY10/11 Event Support Funding Program Return on Investment (Event Producer Estimates)**

- Total non-local event marketing expenditure of \$1.4 million.
- Event producer estimated 19,883 room nights generated.

The TDC will continue to evaluate the Event Funding Support Program and the overall City’s tourism program as part of this year’s TDC work-study session.

### **Recommendations**

Twelve “FY2011/12 Event Support Funding Program Funding Application” were received, and each application was evaluated through the following process:

1. City Staff review for compliance with criteria and preparation of evaluation material for the Event Application Notebooks.
2. Notebooks and evaluation worksheets sent to TDC Event Committee for individual Commissioner review.
3. August 9, September 13, and September 20, 2011 TDC Meetings for Funding Recommendations to Council

Table A below lists the events, along with the requested and recommended funding amounts.

<b>TABLE A</b>			
<b><u>FY2011/2012 EVENT SUPPORT FUNDING PROGRAM</u></b>			
<b><u>Event Name</u></b>	<b><u>FY 10/11 Funding</u></b>	<b><u>FY 11/12 Request</u></b>	<b><u>FY 11/12 Recommendation</u></b>
Scottsdale Classic Quarter Horse Show	\$ 6,130	\$ 5,568	\$ 5,000
Barrett-Jackson Collector Car Events	\$15,000	\$30,000	\$25,000
Celebration of Fine Art	\$15,000	\$15,000	\$15,000
Russo & Steele Sports & Muscle	\$15,000	\$30,000	\$15,000
Sun Circuit Quarter Horse Show	\$12,240	\$13,471	\$15,000
57th Scottsdale Arabian Horse Show	\$15,000	30,000	\$25,000
Region 7 Arabian Championship Show	\$4,695	\$4,764	\$4,764
Goodguys 14 <sup>th</sup> Southwest Nationals	\$14,450	\$15,000	\$10,000
Arizona Bike Week	\$15,000	\$15,000	\$12,500
Scottsdale Culinary Festival	\$15,000	\$15,000	\$15,000
Women's Half Marathon	\$ 7,535	\$16,125	\$ 5,000
Scottsdale Fashion Week	\$10,500	N/A	N/A
American Indian Market	N/A	\$ 12,100	\$ 5,000
<b>Total</b>	<b>\$145,550</b>	<b>\$202,028</b>	<b>\$152,264</b>

In regard to the amount of recommended funding, the new funding criteria had minimal negative impact when compared to prior year event funding. Scottsdale Fashion Week did not apply for FY2011/12 event support funding.

### **Community involvement.**

The TDC's discussions relating to the FY2011/12 Event Support Funding Program took place at the regular scheduled TDC meetings on April 19, June 7 and September 20, 2011 and at the TDC Event Committee meeting on May 3, August 9, September 13, and September 20, 2011 all with the opportunity for public comment.

The FY2011/12 Event Support Funding Program was also presented to the City Council Economic Development Subcommittee on June 8, 2011 for additional comments and suggestions.

## **RESOURCE IMPACTS**

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### **Available funding.**

On June 28, 2011 City Council approved Resolution No. 3954 establishing a percentage allocation of non-destination marketing bed tax funds. Per the City Council decision, eighteen percent of the City's tourism program bed-tax allocation has been budgeted toward event development and retention. The TDC has recommended that event funding allocations be subject to adjustments based on available bed tax funds.

FY2010/11 bed tax revenue has increased by 8% when compared to FY2009/10 revenue. Bed tax revenue is also up 9% for the first two months of FY2011/12.

Because of the significance of tourism-driven events as destination marketing tools and room night generators, the TDC agreed with the Event Committee's recommendation to fund FY11/12 total event support funded events at \$152,264.

### **Future budget implications.**

Contracts funded from the bed tax specify that any funding is contingent on the appropriate funds from the tourism development portion of bed tax revenue being available.

Event agreements are for the 2011/12 fiscal year only. Funding for future events, if any, is subject to the recommendation of the TDC and approval by City Council.

## **OPTIONS & RECOMMENDATION**

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1. Approve and adopt the Tourism Development Commission's (TDC) unanimous Event Support Funding Program recommendations from their meeting on September 20, 2011, to authorize funds from the bed tax for FY2011/12 event support funding in the total amount of \$152,264 for the following events:

<u>Event</u>	<u>Amount</u>
1. Scottsdale Classic Futurity & Quarter Horse Show	\$ 5,000
2. Barrett Jackson Collector Car Events	\$25,000
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4. Russo & Steele Sports & Muscle in Scottsdale	\$15,000
5. Sun Circuit Quarter Horse Show	\$15,000

## City Council Report | FY2011/12 Event Support Funding Program

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6. 57th Annual Scottsdale Arabian Horse Show	\$25,000
7. Arizona Bike Week	\$12,500
8. Scottsdale Culinary Festival	\$15,000
9. Region 7 Arabian Championship Show	\$ 4,764
10. Goodguys 14 <sup>th</sup> Southwest Nationals	\$10,000
11. Women's Half Marathon	\$ 5,000
12. American Indian Market	<u>\$ 5,000</u>
Total	\$152,264

2. Authorize and direct the Mayor to execute, on behalf of the City, individual agreements with each approved event producer substantially in the form of the sample contract attached to the Council Report.

4. Adopt Resolution No. 8856 authorizing funding for the FY2011/12 Event Support Funding Program and authorizing the Mayor to execute individual agreements with each event producer.

### RESPONSIBLE DEPARTMENT(S)

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Business Economic Vitality

### STAFF CONTACTS (S)

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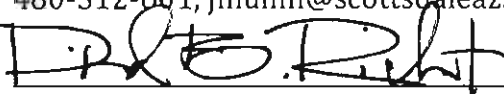
Steve Geiogamah, Tourism Development Coordinator Economic Vitality Department,  
sgeiogamah@scottsdaleaz.gov

### APPROVED BY

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James Mullin, Director Business Economic Vitality Division  
480-312-601, jmullin@scottsdaleaz.gov

Date

  
David Richert, City Manager  
480-312-2890, DRichert@scottsdaleaz.gov

10/3/2011  
Date

### ATTACHMENTS

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1. Resolution No. 8856-Exhibit A
2. September 20, 2011 Tourism Development Commission Minutes
3. FY2011/2012 Event Support Funding Application

## RESOLUTION NO. 8856

### A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA AUTHORIZING EVENT SUPPORT FUNDING PROGRAM AWARDS FOR 2011-2012 AND AUTHORIZING INDIVIDUAL FUNDING AGREEMENTS WITH EVENT PRODUCERS

#### WHEREAS:

A. Tourist oriented special events are an important component of Scottsdale's economic strength and quality of life.

B. City desires to provide funds for selected events during FY11-12.

C. City and the selected event producers wish to enter into agreements for each event.

D. The city council has considered the city expenditure authorized by this Agreement and the direct consideration that City will receive and finds that there is a clearly identified public purpose for City's expenditure and that City will receive direct consideration substantially equal to its expenditure.

NOW, THEREFORE, be it resolved by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. The Council authorizes event promotion funds in the following amounts for promoting the City of Scottsdale through a series of FY11-12 Events:

<u>Event</u>	<u>Amount</u>	<u>Contract Number</u>
1. 12 Annual Russo and Steele Scottsdale Auction	\$15,000	2011-125-COS
2. 57th Annual Scottsdale Arabian Horse Show	\$25,000	2011-126-COS
3. American Indian Market	\$5,000	2011-136-COS
4. Arizona Bike Week	\$12,500	2011-133-COS
5. Barrett Jackson Collector Car Auction & Event	\$25,000	2011-129-COS
6. Celebration of Fine Art	\$15,000	2011-130-COS
7. Goodguys 14 <sup>th</sup> Southwest Nationals	\$10,000	2011-131-COS
8. Region 7 Arabian Championship Show	\$4,764	2011-127-COS
9. Scottsdale Classic Futurity and Quarter Horse Show	\$5,000	2011-128-COS
10. Scottsdale Culinary Festival	\$15,000	2011-132-COS
11. Sun Circuit Quarter Horse Show	\$15,000	2011-134-COS
12. Women's Half Marathon	<u>\$5,000</u>	2011-135-COS
Total	\$152,264	

Section 2. The Council authorizes and directs the Mayor to execute, on behalf of the City, individual agreements with each approved event producer substantially in the form attached as **Exhibit "A"**.

PASSED AND ADOPTED by the Council of the City of Scottsdale this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

**CITY OF SCOTTSDALE**, an Arizona municipal corporation

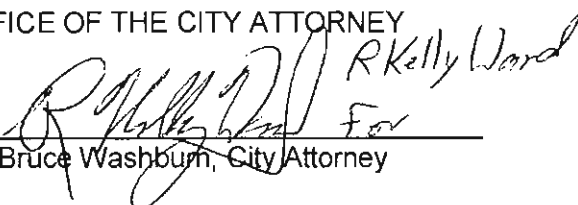
\_\_\_\_\_  
W. J. "Jim" Lane, Mayor

ATTEST:

By: \_\_\_\_\_  
Carolyn Jagger, City Clerk

APPROVED AS TO FORM:

OFFICE OF THE CITY ATTORNEY

By:  *R Kelly Ward*  
\_\_\_\_\_  
Bruce Washburn, City Attorney



EVENT SUPPORT FUNDING PROGRAM AGREEMENT

THIS EVENT SUPPORT FUNDING PROGRAM AGREEMENT (the "Agreement") is made this \_\_\_\_ day of \_\_\_\_\_, 2011 by and between \_\_\_\_\_, an Arizona \_\_\_\_\_ ("Producer") and CITY OF SCOTTSDALE, an Arizona municipal corporation ("City").

RECITALS

A. City's City Council has approved the expenditure of a portion of certain funds collected under Scottsdale Revised Code Sections 2-285 and 288 (the "Bed Tax Funds") to be used to help promote certain events supporting tourism and the hospitality industry in Scottsdale, Arizona.

B. Producer is the producer of a certain tourist-oriented event (the "Event") known as \_\_\_\_\_.

C. Producer has submitted to City an application (the "Application") describing the Event and requesting that City authorize use of a portion of the Bed Tax Funds for the Event to promote Scottsdale as a tourist destination.

D. At Producer's request, City has determined to provide funds (the "Event Funds") to Producer in the maximum amount of \_\_\_\_\_ (\$\_\_\_\_\_) (the "Event Amount") to secure the public benefits provided by the Event.

E. City is not willing to provide the Event Funds unless Producer performs certain activities to promote Scottsdale as a tourist destination.

F. The city council has considered the city expenditure authorized by this Agreement and the direct consideration that the city will receive and finds that there is a clearly

identified public purpose for the city's expenditure and that the city will receive direct consideration substantially equal to its expenditure.

NOW, THEREFORE, in consideration of the foregoing and good and valuable consideration received, the parties hereto agree as follows:

1. Funding Limitation. Payment of the Event Funds is subject to the limits contained elsewhere in this Agreement and the following cumulative conditions and limitations:

1.1 The total amount of Event Funds City pays under this Agreement shall not exceed the Event Amount, minus setoffs and other amounts to which City may be entitled.

1.2 City's payments shall be made only from Bed Tax Funds. City is not obligated to provide funding from any other source.

1.3 Without detracting from limits contained elsewhere in this Agreement, Event Funds shall be disbursed only to the extent City determines, in its sole and absolute discretion, that City has collected adequate Bed Tax Funds to disburse these amounts, taking into account all circumstances including, without limitation, competing uses for the Bed Tax Funds.

2. Event Requirements. Producer shall cause the Event to comply with all of the following requirements:

2.1 The Event shall be held within the corporate limits of the City of Scottsdale.

2.2 The Event shall be open to the public.

2.3 The Event shall be held on the date or dates stated in the Application.

2.4 The Event shall be of the same scale, quality, attendance, economic benefit to the public and other public benefits, or better, as are described in the Application [and as were provided by the Event last year]. *[Note: Delete the preceding phrase if it is not applicable.]*

3. Non-Reimbursable Activities. Producer shall perform certain activities (the "Non-Reimbursable Activities") at Producer's own expense, with no reimbursement from Events Funds as follows:

3.1 Producer shall publicly acknowledge the City support represented by this Agreement. Without limitation, all Event publicity, advertising and other activities before, during and after the Event [that are entirely or partially paid for by Event Funds] shall acknowledge City's support, shall clearly indicate that the Event will occur within City's geographic boundaries, shall clearly indicate that the event is sponsored by City, and shall utilize (where appropriate in City's discretion) a logo provided by City or an event sponsorship logo provided by the Scottsdale Convention and Visitors Bureau ("SCVB"). No other use of City's name is allowed in any form of advertising or public relations without prior City approval.

3.2 If City requests, Producer shall publish in the Event program at least one reasonably prominent advertisement that is at least half of a page. The advertisement shall use content provided by City promoting Scottsdale.

3.3 No later than thirty (30) days prior to the Event, Producer shall deliver to City a letter, email or fax (the "Exhibit Space Invitation") offering to City a minimum of eighty (80) square feet of reasonably prominent exhibit space at the Event to be used by City at no charge for the purpose of promoting Scottsdale.

3.4 No later than sixty (60) days prior to the Event, Producer shall meet with City and SCVB and shall propose and obtain City approval of the booking engines, room blocks, third party economic impact reports or other methods, subject to City approval, that Producer will use to track which hotels and other lodgings are used by attendees, staff, vendors and other persons who attend the Event.

3.5 The official Event web site shall have a prominent link to City's web site and to SCVB's web site.

4. Post Event Report Requirements. After the Event, Producer shall report the Non-Reimbursable Activities by providing a report (the "Post Event Report") to City as follows:

4.1 The Post Event Report shall be a written report formatted according to the template to be provided by City.

4.2 The Post Event Report shall include the following:

4.2.1 A narrative description of:

4.2.1.1 The Event.

4.2.1.2 Producer's performance under this Agreement.

4.2.1.3 The benefits to City and the public achieved and likely to be achieved because of the Event.

4.2.1.4 The Event's effects on City hotels.

4.2.1.5 The positive and negative effects of the Event on City services, facilities and neighborhoods.

4.2.2 A statement of the total attendance for the Event.

4.2.3 A report of the results of Producer's tracking of hotels and other lodgings used by persons attending the Event.

4.2.4 Publication tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution verifying that Producer has performed the Non-Reimbursable Activities, all in form and content acceptable to City.

4.2.5 A tear sheet of City's half page advertisement in the Event program.

4.2.6 A copy of the Exhibit Space Invitation.

4.2.7 Such other information as the Post Event Report template to be provided by City shall require.

5. Reimbursable Activities. Producer shall perform certain additional activities (the "Reimbursable Activities") at Producer's own expense, subject to reimbursement by Event Funds, as follows:

5.1 Producer shall cause unrelated third parties to provide the goods and services for advertising to promote Scottsdale as a tourist destination (the "Qualified Items") that are listed on **Exhibit "A"** attached hereto (the "Qualified Item List").

5.2 No changes to the Qualified Items, such as additions, deletions or variations are allowed unless Producer gives City written notice of the request for a change and receives written notice from City approving the change, in City's sole and absolute discretion. City will not pay for unapproved changes. If City does not approve a change for a Qualified Item, then Producer must obtain and use that Qualified Item as listed on the Qualified Item List.

5.3 Producer shall not request changes after the date that is thirty (30) days before the date the Event begins. City shall respond to any request for a change within fifteen (15) days after receiving the request. City's failure to timely respond shall constitute City's rejection of the request.

6. Invoice Requirements. Producer shall report the Reimbursable Activities by providing an invoice (the "Invoice") to City as follows:

6.1 City shall make a single payment for all Qualified Items. The Invoice shall be addressed from Producer to City and shall request the payment.

6.2 City shall not be obligated to pay any part of a late Invoice.

6.3 The Invoice shall be accompanied by the following evidence for all of the Qualified Items showing that Producer has made full payment to the third parties listed on the Qualified Item List:

6.3.1 A formal, written invoice issued by the third party to Producer that includes a list of the goods or services provided for the Event and the amount the third party charged Producer for the goods or services.

6.3.2 A copy of a cancelled check from Producer to the third party showing the payment described on the third party's invoice.

6.3.3 Publication tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution verifying that Producer has performed the Reimbursable Activities, all in form and content acceptable to City.

6.3.4 Such other evidence as City may request.

6.4 The amount of the City payment to Producer with respect to each Qualified Item shall be the amount listed for that Qualified Item on the Qualified Item List, not to exceed fifty percent (50%) of the amount Producer paid to the listed third party for the Qualified Item, and shall be subject to other limitations under this Agreement.

7. Delivery and Follow up. Producer shall inform City of its activities under this Agreement as follows:

7.1 Producer shall deliver the Post Event Report and the Invoice to City no later than the earlier of May 31 following the Event, or the date one hundred twenty (120) days after the Event.

7.2 Producer shall deliver the Post Event Report and the Invoice simultaneously in the same package and delivery, but each shall be enclosed in a separate sealed envelope within the package.

7.3 City shall pay the Event Funds within sixty (60) days after receiving all of the following:

7.3.1 The Post Event Report.

7.3.2 The Invoice.

7.3.3 All supporting and other materials required by this Agreement.

7.4 After the Event, Producer shall make oral reports to City's Tourism Development Commission and City Council, if requested.

8. Delegation. City may in writing designate a designee to receive any of Producer's performances under this Agreement. Until further notice, City designates SCVB to receive the Exhibit Space Invitation.

9. Compliance With Law. This Agreement does not waive and is not a substitute for Producer's obligation to comply with all state, local and federal laws, policies and regulations applicable to the Event. This Agreement is not a permit or regulatory approval to hold the Event. This Agreement is not a promise to make City venues or other resources available for the Event. Any use of City property for the Event would require a separate contract.

10. Indemnification. To the fullest extent permitted by law, Producer, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused in whole or part by Producer relating to the Event, and any work or services in the performance of this Agreement including, but not limited to, any subcontractors, suppliers or others connected with the Event or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable and any injury or damages claimed by any of Producer's or such other persons, customers or employees. Producer's indemnification obligations shall extend beyond and will not be affected by any termination of this Agreement.

11. Insurance. Producer shall purchase and maintain during the Event and during all setup and takedown of the Event insurance with coverages and limits as follows:

11.1 The following coverages are required:

11.1.1 "Occurrence" form Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence, \$2,000,000 Products and Completed Operations

Annual Aggregate, and a \$2,000,000 General Aggregate limit. The policy shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury. If any Excess insurance is utilized to fulfill the requirements of this paragraph, such Excess insurance shall be "follow form" equal or broader in coverage scope than underlying.

11.1.2 Commercial/Business Automobile Liability insurance with a limit of not less than \$1,000,000, each accident with respect to the Producer owned, hired, and non-owned vehicles.

11.1.3 Workers Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Producer's employees; and Employers' Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit. If any work is performed by third parties, Producer will cause the third parties to provide Workers Compensation and Employers' Liability to at least the same extent as required of Producer.

11.1.4 If valet parking is offered, Garagekeepers Legal Liability with limits of not less than \$75,000 per vehicle.

11.1.5 If alcohol is sold at the Event, liquor liability insurance with a limit of not less than \$5,000,000 for each occurrence and \$5,000,000 aggregate.

11.2 For all insurance policies except Workers Compensation, City shall be named as additional insured.

11.3 City's Risk Management Division may increase or change required insurance coverage and limits from time to time depending on the size, scope and nature of the activities of the Event. No reduction in coverage or policy limits is effective without the written approval of City's Risk Manager or his designee.

11.4 Producer shall purchase and maintain all required insurance from insurance companies licensed to do business in the State of Arizona, or from qualified non-admitted insurers who are authorized to do business in the State of Arizona.

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11.5 Producer shall provide City, prior to the Event, certificates of insurance as evidence that the required insurance coverages and limits are in full force and effect.

12. Termination. This Agreement shall terminate upon Producer providing to City a satisfactory Post Event Report and City paying to Producer the Event Funds. However, City may, without further obligation, terminate the Agreement earlier for convenience or cause, upon giving Producer ten (10) days written notice.

13. Miscellaneous. The following additional provisions shall apply:

13.1 Assignment. Producer's obligations and rights hereunder shall not be assigned or delegated, in whole or in part, without City's prior written consent.

13.2 Cancellation. This Agreement is subject to cancellation pursuant to the provisions of ARS Section 38-511.

13.3 Modifications. Any amendment or modification from the terms of the Agreement shall be in writing and shall be effective only upon approval of all parties.

13.4 Severability. If any term or provision of this Agreement shall be found to be illegal or unenforceable, the remainder of this Agreement shall remain in full force and effect, and such term or provision shall be deemed to be deleted.

13.5 Attorney's Fees. If any party brings any action for any relief, declaratory or otherwise, arising out of this Agreement, the prevailing party shall be entitled to receive from the non-prevailing party reasonable attorney's fees, costs, and expenses, determined by a court sitting without a jury, which shall be deemed to have accrued on the commencement of such action.

13.6 Authority. The person executing this Agreement on behalf of Producer warrants and represents to have full power and authority on behalf of Producer to enter into and perform this Agreement.

13.7 Notices. Notices hereunder shall be given in writing by hand delivery or by United States mail, return receipt requested, postage prepaid addressed to:  
8766116v3

If to City: Steve Geiogamah  
Tourism Development Coordinator  
Economic Vitality Department  
City of Scottsdale  
4021 North 75th Street Suite 102  
Scottsdale, AZ 85251

If to Producer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

By notice from time to time, City or Producer may designate any other address for receiving mailed notice hereunder. Service of any notice by mail shall be deemed to be complete three (3) days (excluding Saturday, Sunday and legal holidays) after the notice is deposited in the United States mail.

13.8 Third Parties. There are no third party beneficiaries to this Agreement.

13.9 Employment of Unauthorized Workers. Producer shall comply with A.R.S. §23-211, et seq. and all other applicable federal, state and local laws and regulations that relate to Producer's employees (collectively, the "Unauthorized Worker Laws"). Producer shall cause its contractors to comply with the Unauthorized Worker Laws as respects the contractors' employees. Without limitation, Producer warrants and represents pursuant to A.R.S. §41-4401(A)(1) that Producer and its contractors comply with A.R.S. §23-214(A). Pursuant to A.R.S. §41-4401(A)(2), a breach of this paragraph shall be a material breach of this Agreement and an event of default, which shall entitle City to exercise any and all remedies described in this Agreement or otherwise available at law or equity, including without limitation termination of this Agreement. However, pursuant to A.R.S. §41-44-1(C), Producer shall not be deemed to be in material breach of the warranty if Producer and its contractors establish that they have complied with the employment verification provisions prescribed by §274A and §274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A). City shall have the right to inspect the records and papers of Producer and its employees, and of Producer's contractors and their employees, to ensure that Producer and its contractors are in compliance with this paragraph.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names as of the date first stated above.

PRODUCER: \_\_\_\_\_

By: \_\_\_\_\_  
Its: \_\_\_\_\_

CITY OF SCOTTSDALE, a  
municipal corporation

CITY: By: \_\_\_\_\_  
W. J. "Jim" Lane, Mayor

ATTEST:

By: \_\_\_\_\_  
Carolyn Jagger, City Clerk

APPROVED AS TO FORM:

OFFICE OF THE CITY ATTORNEY

By: \_\_\_\_\_  
Bruce Washburn, City Attorney

\_\_\_\_\_  
Pauline Hecker, Risk Management Director

\_\_\_\_\_  
Steve Geiogamah, Tourism Development Coordinator

**SCOTTSDALE TOURISM DEVELOPMENT COMMISSION  
CITY OF SCOTTSDALE  
KIVA FORUM - CITY HALL  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, ARIZONA 85251  
SEPTEMBER 20, 2011  
REGULAR MEETING  
DRAFT MINUTES**

**PRESENT:** Kate Birchler, Chairwoman  
Ace Bailey, Commissioner  
Kathleen Glenn, Commissioner  
Michael Hoffman, Commissioner

**ABSENT:** Mike Surguine, Vice Chairman  
David Richard, Commissioner  
Leon Young, Commissioner

**STAFF:** Steve Geiogamah  
Bob Tunis  
Rose Wright  
Rob Millar  
Lee Guillory  
David Smith  
Kim Hanna  
Madeline Clemann

**GUESTS:** Rachel Sacco, SCVB  
Brent DeRaad, SCVB

**1. Call to Order/Roll Call**

Noting the presence of a quorum, Chairwoman Birchler called the regular meeting of the Scottsdale Tourism Development Commission to order at 8:04 a.m.

**2. Approval of Minutes**

- August 23, 2011 Regular Meeting

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE AUGUST 23, 2011 REGULAR MEETING S PRESENTED. COMMISSIONER HOFFMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

- September 7, 2011 City Council Economic Development Subcommittee

Chairwoman Birchler briefly summarized the content of the joint meeting, describing it as a very positive experience.

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE SEPTEMBER 7, 2011 JOINT MEETING AS PRESENTED. COMMISSIONER GLENN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

**3. Staff Liaison's Report**

a. Staff Bed Tax Collection Report

Steve Geiogamah reported that bed tax revenue for July activity was up 18% over the prior fiscal year, and 9% year-to-date. The hotel/motel sales tax was up 6%, miscellaneous retail sales tax was up 8%, and restaurant sales tax up 7%. All tax percentages are up across the board. Resort hotels are up 2.1%, full-service hotels 16%, and limited service hotels 13%. Commissioner Bailey said her business has been receiving regular requests for proposals, which is a positive sign. Commissioner Hoffman reported seeing good business trends throughout the remainder of the year.

b. Bed Tax Proforma

Mr. Geiogamah said there were minor changes to the proforma due to administrative and tourism research expenses.

c. Smith Travel Report

Mr. Geiogamah reported that an updated report was not available. The updated report will be forwarded to the Commission when available.

d. Program Updates

Rob Millar requested input from the Commission on using the Kiva as a venue for their monthly meetings. The move to the Kiva was intended to elevate the exposure of TDC meetings. He inquired whether the Commissioners wanted to continue using it on a long-term basis. Chairwoman Birchler questioned whether the formality of the venue impaired the frank dialogue necessary for decision making. Commissioner Bailey said tourism is a vital part of the local economy and more people should attend the meetings. Commissioner Hoffman proposed that most of the meetings be held in the old meeting room, with quarterly meetings held at the Kiva. Chairwoman Birchler said the TDC would meet at the Kiva twice a quarter, and at the old venue once a quarter. The Commission agreed by consensus.

**4. TDC Event Committee Recommendation for FY 11/12 Event Support Funding Program**

Mr. Geiogamah reported that the goals and objectives of the MEAF Program did not change this year, but a minor change was made to the funding criteria, and tiers were introduced. The Event Committee recommended funding allocations based on the established criteria. Tier 1 events were eligible for up to \$30,000, Tier 2 events were

eligible for up to \$15,000, and Tier 3 events were eligible for up to \$5,000. He recused himself from further discussion on this item, citing a potential conflict of interest. Mr. Millar reviewed that the Event Committee evaluated the following 12 events.

- A. Russo and Steele Sports and Muscle in Scottsdale Auction Event

The Committee recommended \$15,000 at a Tier 2 level.

- B. 57th Annual Scottsdale Arabian Horse Show

The Committee recommended \$25,000 at a Tier 1 level.

- C. Region 7 Arabian Championship Show

The Committee recommended \$4,764 at a Tier 3 level.

- D. Scottsdale Classic Futurity and Quarter Horse Show

The Committee recommended \$5,000 at a Tier 3 level.

- E. Barrett-Jackson Collector Car Events

The Committee recommended \$25,000 at a Tier 1 level.

- F. Celebration of Fine Art

The Committee recommended \$15,000 at a Tier 2 level.

- G. Goodguys 14th Southwest Nationals

The Committee recommended \$10,000 at a Tier 2 level.

- H. Scottsdale Culinary Festival

The Committee recommended \$15,000 at a Tier 2 level.

- I. Arizona Bike Week

The Committee recommended \$12,500 at a Tier 2 level.

- J. Sun Circuit Quarter Horse Show

The Committee recommended \$15,000 at a Tier 2 level.

- K. Women's Half Marathon

The Committee recommended \$5,000 at a Tier 3 level.

L. American Indian Market

The Committee recommended \$5,000 at a Tier 3 level.

Mr. Millar noted that the total funding recommendation amounted to \$152,264, which is \$2,264 above the budgeted amount. The TDC has funds available to cover the extra amount.

**COMMISSIONER HOFFMAN MOVED TO APPROVE THE EVENT COMMITTEE RECOMMENDATIONS FOR THE FISCAL YEAR 2011/12 EVENT SUPPORT FUNDING PROGRAM AS PRESENTED IN ITEMS 4A THROUGH 4L. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

Mr. Millar stated that the tier program and funding recommendations will go to City Council on October 18.

**5. November 15, 2011 Annual Planning Work Study Session**

Mr. Geiogamah reviewed a draft agenda for the TDC's annual work study session on November 15, and welcomed feedback on the proposed agenda items. A presentation will be made regarding economic development impacts related to the Scottsdale market area. There will also be discussions on the bed tax budget and allocation policy, the objectives and tactics of the Tourism Program, and establishing the process to create a long-range Scottsdale tourism vision.

Chairwoman Birchler suggested inviting the Economic Development Subcommittee to the meeting. The work session should set aside time to touch upon the discussions from the recent joint meeting. The SCVB should also be invited.

Chairwoman Birchler noted that the Chamber of Commerce met last week with Moving Forward Scottsdale. Some interesting tourism-related information emerged that would make an interesting topic of discussion.

**6. Premium Trolley Service**

Madeline Clemann provided an update on the hospitality trolley service. Both the TDC and Transportation Commission recommended continuing the service for FY2012, with some improvements. Staff developed new parameters based on public feedback and Commissioner input. Staff evaluated three concepts:

- Providing more frequent service by using more vehicles
- Operating a continuous route from Osborn Road up to WestWorld, then employing a shuttle to get people to whatever event is happening at the time
- Adding deviations off the path to specific hotels

Ms. Clemann confirmed that the revised program will:

- Provide service from 10 a.m. to 10 p.m.
- Offer the service from December 26 to March 30
- Operate a continuous route from Osborn Road to the Scottsdale Princess on a 30-minute schedule, and use a shuttle from there to WestWorld for 21 event days
- Offer front door service for three to five hotels
- Transfer to other trolley routes at Lincoln Boulevard and at Fashion Square
- Provide New Year's Eve service until 3 a.m.
- Operate within a budget ranging from \$160,000 to \$190,000, depending on fuel costs

The route will travel down Scottsdale Road, linking to Dunn Transportation routes to Talking Stick and resorts in Paradise Valley/Phoenix. Ms. Clemann stated that staff would take the TDC's recommendation to City Council in October or November. The TDC will receive an update in April or May 2012.

Chairwoman Birchler inquired whether the bed tax would be committed for anything more than \$90,000. Mr. Geiogamah confirmed that \$90,000 was budgeted for the service, in anticipation that it would cover 50% of the expense. It could potentially be less. Chairwoman Birchler inquired about the sponsorship situation. Mr. Millar explained that staff has contacted last year's sponsors, and noted some general interest. The trolleys provide a smaller canvas on which to advertise than the buses do, but premium service offers another revenue generating option. There is more time available this year to secure sponsors than last year.

**COMMISSIONER HOFFMAN MOVED TO RECOMMEND APPROVAL OF THE PREMIUM TROLLEY SERVICE PROPOSAL, WITH THE UNDERSTANDING THAT IT WOULD BE PRESENTED TO CITY COUNCIL AT THE EARLIEST CONVENIENCE. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

**7. FY10/11 Scottsdale Convention and Visitors Bureau Contract Year-End Performance Measures Report**

Mr. Geiogamah reviewed the SCVB contract year-end report. He reported that all performance measurements exceeded 100%. Twelve measurements exceeded between 100% and 150% of the goal, and 4 measurements exceeded 151%. The conversion ratio of people who contacted the SCVB and travelled to Scottsdale within a twelve-month period was 91%, far exceeding last year's ratio. Chairwoman Birchler commended the SCVB for their phenomenal performance.

Mr. Geiogamah reported that all the contract deliverables were met.



8. **Western Art and History Museum**

Ms. Hanna provided an update on the effort to build a Western museum in Scottsdale. The museum requests that the TDC reserve a portion of the bed tax for long-term debt service for the museum. In June, City Council established an ordinance allocating 50% of the bed tax revenues for tourism development and capital projects. The capital project portion was further divided into five 10% wedges, with no one project allowed to exceed 10%.

The City funded a feasibility study in 2006 in conjunction with the Scottsdale Cultural Council on building a Western art and history museum in the downtown area. The museum would stimulate the imagination, exploration, and appreciation of the art, history, and peoples, of Arizona and the West.

The Downtown Plan Update, adopted in 2009, identified various visions, values, goals and policies related to the area. Downtown was envisioned as a place where "The New West meets the Old West." It would be a dynamic city center that recognizes its Western heritage and boldly looks towards its metropolitan future. One goal of the plan was to invest in current opportunities and promote new efforts to advance downtown as an arts and culture hub, with regional, national and international significance. The Downtown Task Force, in March 2011, recommended a set of physical improvements that included a Western heritage museum.

Ms. Hanna stated that in FY11/12, a 10% wedge of the tourism development fund would amount to approximately \$600,000. The museum would be able to use that amount to support a \$7.5 million debt obligation for 20 years at a 5% rate, which would be for the life of the bond. The remainder of the project funding would come from other sources. If the museum is unable to return with a tenant and an executed lease agreement by March 31, 2012, the bed tax reserve would expire.

Chairwoman Birchler inquired whether the name of the museum has been changed. Ms. Hanna explained the City is using an RFP process to determine who and what the facility will be. Until then, references to the museum would remain generic. As the project moves forward and the tenant is selected, the TDC will be updated on details. Chairwoman Birchler said that once the group has been chosen, the TDC would require an opportunity to understand the museum's vision and funding mechanism.

In response to Commissioner Bailey's inquiry, Ms. Hanna said several downtown locations have been considered for the museum. One parcel is affected by a federal obligation, since it was purchased with federal funding for a transit facility. Chairwoman Birchler said the TDC's recommendation should stipulate that the museum project be located downtown. Commissioner Glenn stated that a downtown location is supremely important, considering the museum has been envisioned as a way to revitalize the arts district downtown.

In response to Commissioner Hoffman's inquiry, Mr. Geiogamah explained that based on the current fiscal year estimates, \$615,438 is available for potential allocation to the museum project. Chairwoman Birchler reviewed that the TDC currently has one \$600,000 portion dedicated to WestWorld debt service, one portion dedicated to the

Tony Nelssen Equestrian Center, and two unassigned portions available for multi-year commitments.

**COMMISSIONER BAILEY MOVED TO SUPPORT THE ESTABLISHMENT OF A 10% ALLOCATION OF THE CITY'S PORTION OF TOURISM DEVELOPMENT PROGRAM FUNDS TO BE RESERVED AS LONG-TERM DEBT SUPPORT FOR A WESTERN ART AND HISTORY MUSEUM PROJECT IN DOWNTOWN. IF THE PROJECT IS NOT REALIZED VIA AN EXECUTED LEASE AGREEMENT BEFORE MARCH 31, 2012, THE BED TAX FUND RESERVE WILL EXPIRE. ONCE THE RFP PROCESS BEGINS, THE TDC NEEDS TO BE PART OF THE DISCUSSION MOVING FORWARD. COMMISSIONER GLENN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

**9. TDC Event Committee**

Mr. Geiogamah noted that City Council has been establishing policies based on the recommendations from the November 2009 boards and commissions audit. A new policy states that a new committee shall not be created unless authorized by City Council. The rationale is that the committee is a public body that must adhere to the Open Meeting Laws. City Council is the only entity with the authority to create such a body. This new policy requires that the existing TDC's Events Committee be dissolved, effective September 21. If the TDC wishes to establish an event committee, this would require approval from City Council. Permanent committees would require an ordinance change, while ad hoc committees would require a resolution. Committees can be comprised of Commissioners and others.

**COMMISSIONER BAILEY MOVED TO DISSOLVE THE EVENT COMMITTEE EFFECTIVE SEPTEMBER 21. COMMISSIONER HOFFMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). VICE CHAIRMAN SURGUINE AND COMMISSIONERS RICHARD AND YOUNG WERE ABSENT.**

**10. Identification of Future Agenda Items**

Mr. Geiogamah said October's agenda includes items on an event notification program and the final draft of the work study session agenda.

Commissioner Hoffman suggested reviewing the bylaws relevant to attendance.

**11. Public Comment**

There were no public comments.

**12. Adjournment**

The meeting adjourned at 9:07 a.m.

Respectfully submitted,  
AV Tronics, Inc. DBA AVTranz.



Attachment No. 3  
**City of Scottsdale**  
**Event Support Funding Program**  
**Fiscal Year 2011-2012**  
**Application**

**APPLICATION**

**Note:** Requests for event support funding must be submitted on this approved form, and all sections must be completed. Please refer to the "Application Instructions".

**Date of Application:**

**SECTION I. APPLICANT/CONTACT INFORMATION**

**Name of Applicant**

**Name of Event Contact** (This is the person to whom all correspondence and communication will be directed.)

**Organization Name**

**Legal Description** (LLC, etc.)

**Phone Number**

**Fax Number**

**Cell Phone Number**

**Pager Number**

**Business Address (required)**

**PO Box Address**

**City**

**State**

**Zip**

**E-Mail Address**

**Web Address**

**Qualifications: List past event experience of producer**

## SECTION II. EVENT INFORMATION

**Name of Event**

**Event Date(s)**

**Event Time(s)**

**Location of Event**

**Brief Description of Event:**

**How many years has your event been in Scottsdale?**

**Projected Attendance:**

**Number of Measurable Room Nights:**

**Source of Room Night Data (i.e., Room Blocks, Survey, Room Pickup Reports, etc.):**

**Have you previously received funding from the City of Scottsdale?**

**Dates (list all years)**

**\$ Amount**

**Total**

**\$0.00**

### SECTION III. MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

- demographic information
- media plan
- public relations
- target markets
- promotional activities
- paid advertising

Include budgeted amounts for each activity and list any additional sponsors and/or financial partners, and any additional comments regarding the marketing plan benefits to Scottsdale.

**Total Non-Local Dollar of Marketing Budget**

#### Marketing Plan and Budget Information

### SECTION IV. "APPROVED USES" FOR MATCHING FUNDS

The City's Tourism Development Commission has developed the following Approved Uses for any funds that are granted. Events must use City funds for marketing outside Maricopa County. Preference will be given to matching funding for a "SCVB Co-Operative" marketing program and/or "Event-Placed" advertising in SCVB Media List Entity.

Funds granted are based on a dollar-for-dollar match for the same approved use. For example, if the total cost of a direct mail campaign is \$10,000 the request for City funds would be \$5,000, with the balance of \$5,000 to be paid by the event. **An original *paid in full* invoice from the third-party vendor for the total amount of the agreed upon "approved use" and a cancelled check must be submitted in order to receive payment. Full details are provided in the contract.**

In addition to program reimbursable activities the contract requires the producer to perform other activities with no reimbursement from event funds. The contract requires the producer to conduct the event as promised to the City. Among other things the contract requires the event producer to:

- Use City logo or an event sponsorship logo provided by the Scottsdale Convention & Visitor Bureau.
- Use a City approved method to track room nights associated with the event.
- Provide on its official event web site a prominent link to City's web site and to the Scottsdale Convention & Visitors web site.

Details about full reimbursable and non-reimbursable activity are in the contract and should be reviewed carefully.

### Attachment No. 3

The maximum amount of matching City funds any one event may apply for and be considered for will be based on the following criteria. Pending further review of the FY11/12 bed-tax budget, the actual amount if any, may be revised or eliminated.

#### TIER ONE EVENT - \$30,000 Maximum

- **Extensive promotion** of Scottsdale's image as a desirable tourist destination outside the local marketplace **to national and international target markets** resulting in evidence of **3,300 room nights** generated during the event, as well as opportunity for "residual" demand year-round
- Credit value for shoulder and off-season events
- Supports one or more of the tourism driver(s)
- Evidence of producer/event stability

#### TIER TWO EVENT - \$15,000 Maximum

- **Regional and/or limited national promotion** of Scottsdale's image as a preferable tourism destination to target markets outside the local marketplace ideally resulting in evidence of **1,650 room nights** generated during the event.
- Additional value is applied for shoulder and off-season events
- Event characteristics are such that room nights are generated primarily during the event with minimal opportunity for residual room night generation
- Supports one or more of the tourism drivers
- Evidence of event/producer stability;
- Room night growth potential.

#### TIER THREE EVENT - \$5,000 Maximum

- **Minimal advertising or promotion**
- Promotes Scottsdale's image as a desirable tourist destination and the Scottsdale "cachet" and provides "something to do" for visitors and residents
- Events of two or more days duration
- Minimal if any room nights during the event
- Ideally has a history in Scottsdale or another location
- Supports one or more of the tourism drivers

One or more of the Approved Uses (A through D) below must be selected. Please indicate the total dollar amount and the matching fund request for each use selected.

Rather than submitting several minimal dollar items, it is preferred that applicant select large dollar expense(s).

### **ONLY list those items that are being requested for reimbursement.**

**A. SCOTTSDALE CONVENTION AND VISITORS BUREAU CO-OP:** Select from co-ops identified in the SCVB 18-month media plan to place an ad. Co-ops include niche markets such as golf, automotive, arts and culture and equestrian/western publications as well as IRIS e-mail sponsorships.

Item

\$ Amount



Total Amount \$20.00  
(Expenditure)

Matching Request \$10.00  
(Up to 50% of total)

**B. DIRECT MAIL:** Direct mailing to a new market and/or encouraging attendees to stay in Scottsdale hotels.

Item

\$ Amount

Total Amount \$0.00  
(Expenditure)

Matching Request \$0.00  
(Up to 50% of total)

**C. EVENT-PLACED MARKETING IN ONE OF THE SCVB MEDIA-LIST ENTITIES: (NOT PART OF A CO-OP )**

Item

\$ Amount

Total Amount \$0.00  
(Expenditure)

Matching Request \$0.00  
(Up to 50% of total)

**D. EVENT-PLACED MARKETING NOT PART OF A CO-OP OR THE SCVB MEDIA**

**LIST:** Request for this use must be submitted with the application along with a description of the specific use and dollar amount. Please attach specific information with regards to media, target market, reach, frequency and any other pertinent information as to how it supports Scottsdale's event support fund program objectives.

Item

\$ Amount

Total Amount \$0.00  
(Expenditure)

Matching Request \$0.00  
(Up to 50% of total)

**E. TOTAL EVENT EXPENDITURE FOR THE ABOVE ITEMS \$20.00**

REQUESTED **MATCHING** AMOUNT  
(50% MAXIMUM)

\$10.00

**SECTION V. FIRST-TIME/DEVELOPING EVENT (1 TO 3 YEARS) ONLY**

Please submit a three-year business plan for the event, including a marketing plan and proposed collateral material.

**DUE DATE**

*Application is due on or before:*  
4:00 p.m., Monday, August 1, 2011

**LATE APPLICATIONS WILL NOT BE ACCEPTED**

**MAIL OR DELIVERY INSTRUCTIONS**

City of Scottsdale  
Economic Vitality Department  
Attention: Steve Geiogamah  
4021 N. 75<sup>th</sup> Street, Suite 102  
Scottsdale, AZ 85251

**Submitted by:**

**Name**

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the Mayor and City Council.

Application is not a legally binding agreement. After City Council approval of funding, a formal City Contract and Exhibit A listing the reimbursable "Qualified Items," will be sent to producer.



### Attachment No. 3

"Qualified Items" approved for funding may differ from the application. ONLY the "Qualified Items" included in the Contract will be reimbursed.